

ANNIVERSARY REMINDER™

... notifying those who want to remember

Put a checkmark (✓) to the left of your name if you would like to receive an *Anniversary Reminder*.



Pat Smith, 127 Middlebury Ave.
Apt. 8-A, Cleveland, Ohio 44113

Anniversary Reminder™ is a service that we at ***** offer to all those who attend this ***** - directed funeral.

Those who register to receive an *Anniversary Reminder* do so for various reasons; here are just a few:

- ☒ Some funeral attendees use the reminder to mark their calendars and, on the exact anniversary date, take a moment to reflect.
- ☒ Some use the reminder to help them schedule a visit or phone call.
- ☒ Others find special meaning connecting with people at the time of the anniversary, and use the reminder as confirmation of the exact anniversary date.

If you would like to receive an *Anniversary Reminder* from us, simply put a checkmark to the left of your name as written in the register book. Make sure you include your full address and zip code.

Expect your *Anniversary Reminder* in the mail approximately 50 weeks from today.

Anniversary Reminder™ - a patent-protected service. PATENT PENDING • 2003

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Figure 1

A Note from the Ferfolia Funeral Home

Dear Mr. Greg Yuvin,

Almost one year ago (01/27/01) you joined the
Stevens family as they honored the life of their loved
one, Betty Rossi (d. 01/25/01).

In light of the upcoming anniversary of Mrs. Rossi's
passing, we have enclosed the informational brochure
entitled 'Long After the Funeral' as a courtesy to you.

We recognize all those she left behind as they
remember her now, and forever.

Sincerely,

Donald B. Ferfolia, Jr.

Donald B. Ferfolia, Jr.

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Figure 2

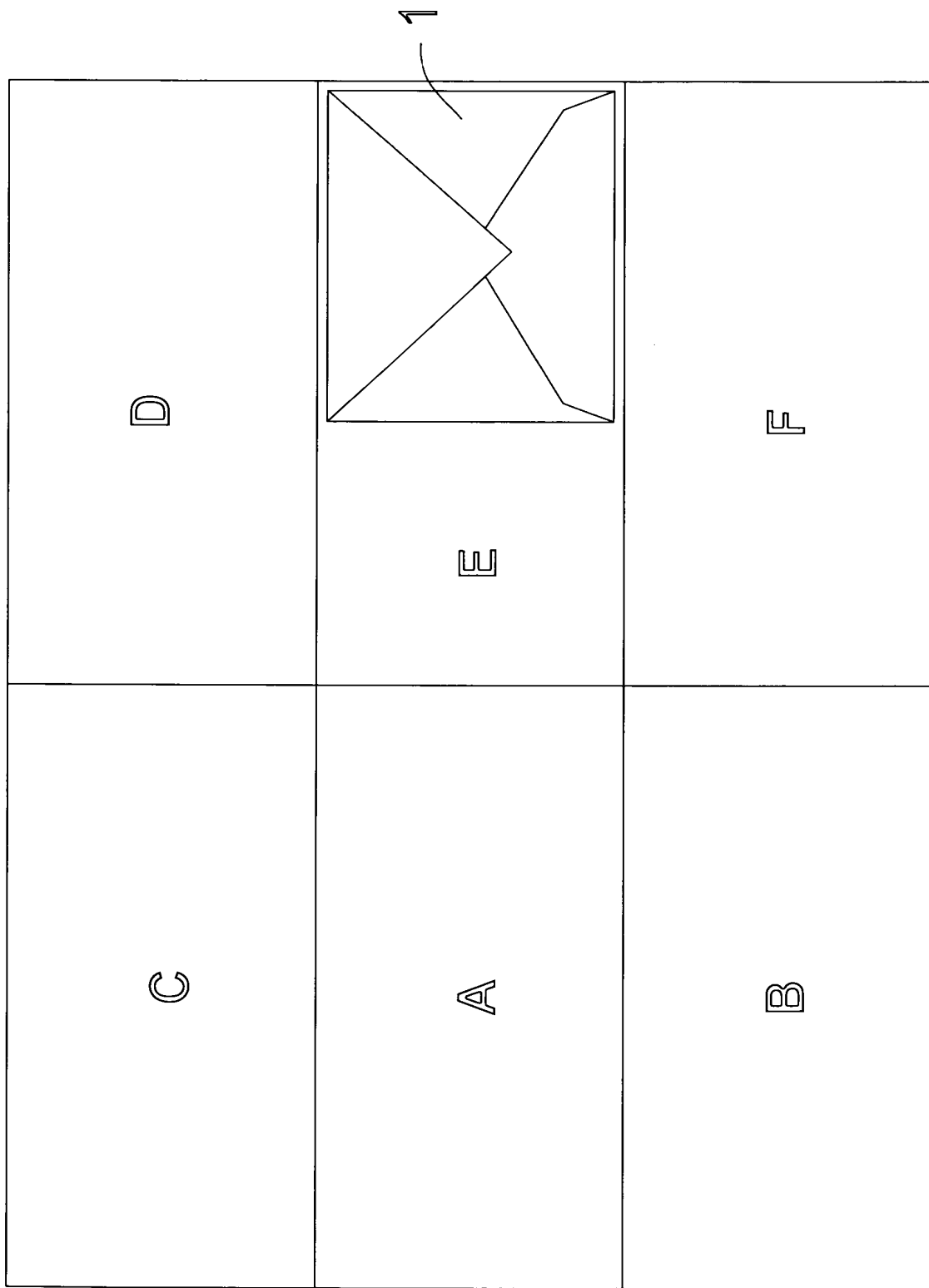


Figure 3

Long after
the funeral,
there are TWO things
that those left behind never forget:

#1: Their deceased loved one, and...

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Figure 4



#2.

A simple act of kindness from someone
on the Anniversary of the death:

Make contact with the one left behind.
Let them know you *still* remember.

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Figure 5

Within months or sometimes years after working through the death of a close friend or relative, most mourners adjust well to that they return to "normal life" with its everyday responsibilities, rewards, and challenges. However, this return to normal life does not mean that bereaved people return to the same life they lived prior to their loss. More often, a bereaved person will live a kind of *altered normal*.¹⁷² All life that includes a sense of loss combined with endless memories of the deceased loved one.

Prior to the 1970s, the belief was that the bereaved needed to cut bonds with their deceased loved ones in order to "move on" with their lives and the best to invest in new relationships. People thought that they should encourage their well-adjusted bereaved friends and relatives to "let go" of their memories of the past and talk only about the living.

We now know that many bereaved people manage to "move on" and "hold on" at the same time. We know that—for the well-adjusted bereaved—"holding on" to a continuing bond with a deceased friend or relative is not only normal, it's also healthy.

ways that organizations such as *Hospice and Mothers Against Drunk Driving* say in touch with grieving families. They have come to know the best: sending a note on the one-year anniversary of the loss, letting the family know that they too remember—and continue to be only a phone call away.

This brochure suggests ways in which friends, relatives, and acquaintances of the bereaved can let them know they still remember!

This brochure is provided to you, courtesy of

******* FUNERAL HOMES**

Serving Cleveland-area communities

Telephone: 001-000-0000

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Case Western Reserve University, Cleveland, Ohio

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Anniversary Reminder™—a funeral home provided service

PATENT PENDING

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Figure 6

Why

a brief note sent on the anniversary

means just as much (and maybe more).



Many bereaved spouses, parents, children, and friends maintain *continuing bonds* with their deceased loved ones. Although these bereaved individuals *welcome* the acknowledgement of these bonds, their friends and relatives often do not know what to do or say. For those who have experienced the loss of a close friend or relative many years earlier—including those bereaved five, ten, twenty years and longer—a single acknowledgement may be one of the most thoughtful gifts they ever receive. A simple act of kindness means a lot.

ANNIVERSARY NOTES – DO THEY CAUSE OR SOOTHE PAIN?

By and large, the bereaved never forget the anniversary of their loved one's death.

A note from you tells those left behind that

You are thinking of them as they remember their loss, . . . and, if you knew their loved one, your note also tells them that you are remembering their loved one too.



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Figure 7

LOOK FOR CLUES

If you're not sure if your friend or relative has a continuing bond with his or her deceased loved one, look for a clue.

Do they display photographs of the loved one in rooms where people tend to gather (e.g., in the family room or the office)?

Do they mention their deceased loved one during everyday conversation?

Do they visit the grave site or other meaningful places?

Do they play the music that the deceased enjoyed?

Do they donate time to a charity in memory of their loved one?

Any one of these subtle clues (or other clues) should reassure you that your friend or relative would welcome a note from you letting him or her know you still remember!

Those who provide **clues** welcome knowing that others remember. And while the pain is there forever, and while your anniversary note will neither take away nor add to the pain, your note signifies that you value the connection that your friend or relative will always have with his or her loved one.

FIRST THINGS FIRST

Find a way to help yourself remember the anniversary month of the death. Mark your calendar and/or fill in the box [right] with the month and year of the loss, and the name and address of your friend or relative.

In Memory of	
Name:	
Address:	

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Figure 8

What To Write?

What to write and how much to say in your anniversary note may simply depend on whether or not you knew the deceased.

WRITING LESS

If you are very close to the one left behind—and you did not know the deceased loved one well or at all—you may choose to write only a few words.

On a small note, or on a card attached to flowers, a plant, or some other gift, consider the following sentiments

- Remembering the loss of your mother.
Sincerely, _____
- Remembering the loss of your good friend _____
Fondly, _____
- Although a year has passed, our memories
of _____ and thoughts of you remain with us.
Love, _____ and _____
- Would you like to do something together in
memory of _____?

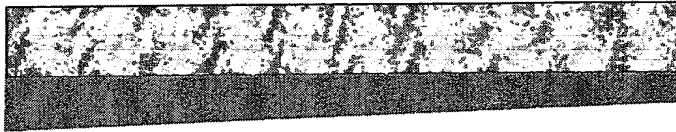


WRITING MORE

The deceased may have been a good friend of yours, perhaps he or she was a co-worker or a next-door neighbor with whom you spent a lot of time and got to know well.

If you know the deceased loved one—and even if you don't know those left behind—you have a unique opportunity to share your memories in your note.

- Elaborate on a memory that you have of the deceased
- Capture what it was about the deceased that earned your respect or appreciation.
- Reminisce about a humorous incident that happened
- Describe ways in which he or she continues to influence or positively affect your life



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Figure 9